



## **2008 SMALL BUSINESS PERSON OF THE YEAR**

### **JAZZ SALES, LLC**

**Springfield, MO...**Jazz Sales is the 2008 Small Business Person of the Year for the Kansas City District Office. Jazz Sales offers a complete line of Horse Trailer Conversion parts and accessories with a wide variety of parts ranging from water and waste tanks, to interior accessories, lighting, wall vinyl and much more.

Jazz Sales was formed in April 2002 by Kenny Williams in the garage of his home with a with a one item product line. Within a year later, the company expanded to a six product line and a requirement for additional storage units. Kenny purchased two storage units to warehouse his inventory at home. Delivery trucks were unable to bring merchandise to his home, so Kenny had to meet the delivery trucks down the road at his parents' house, load the inventory into his pickup truck and then unload to his storage units. After operating this way for several months, Kenny decided to move to a regular warehouse and bring in more help.

Around this time, Kenny's brother, Keith became a part owner of the business. The brothers moved the warehouse operation to a 1,500 square foot building in Springfield, Missouri. By the end of 2003, sales grew from \$36,000 in 2002 to \$849,000 with a 6 figure net profit. The increase in sales of over 2,000% in one year was all financed by their own personal investments.

The brothers had committed themselves to the business and the industry they served. They decided they needed to be a one-stop shop for manufacturers of conversion horse trailers. Although competition was out there, they quickly realized their competitors sold a very limited product line. With the use of the proceeds of a U.S. Small Business Administration (SBA) 7(a) loan, they were able to expand their product line. Once again, more warehouse space was needed, and the company moved into a 7,000 square feet building.

The company has continued to grow and expand. By the end of 2006, the business was showing over \$2.7 million in revenues with net profits reaching over a half a million dollars. Their employee staff had grown from 1 to seven and inventory product

line from 1 to a catalog line of several hundred items with an interactive web site for product orders.

At present, the company is experiencing their best year ever with revenues already exceeding \$2.7 million. Once again, expansion is on the horizon. With the use of a SBA 504 loan, Jazz Sales has purchased land and are currently building a 22,000 square foot building with plans already on the table to expand.

Although the company services all fifty states, they have active customers in thirty-five of the states and export product to Canada as well.

“The Williams are true entrepreneurs and a molded example of what a small business turned into a success story is all about,” stated Ilene Glenn, Senior Vice-President, Countryside Bank. “Looking in from the outside, it appears their success is attributed to their commitment to the business, attention to the smallest of details, customer service, reaction to their industry, continued research into new product lines, celebrating the business successes with their employees to make it a team and most of all, their energizing personalities that shows fun and wit making them a pleasure to do business with.”

In the community, Kenny and Keith give back a portion of their success by sponsoring such organizations as “Horses for Hope.” This organization uses horses as therapy for disable children and adults to help build confidence and balance while offering an inspiring atmosphere for the special needs person. Kenny and Keith have also been active in fundraisers for Multiple Sclerosis (MS).

Jazz Sales continues to grow and excel. Starting from barely nothing, this business has grown to a multi million dollar company in less than five years. Jazz Sales is an inspiration to the small business community.